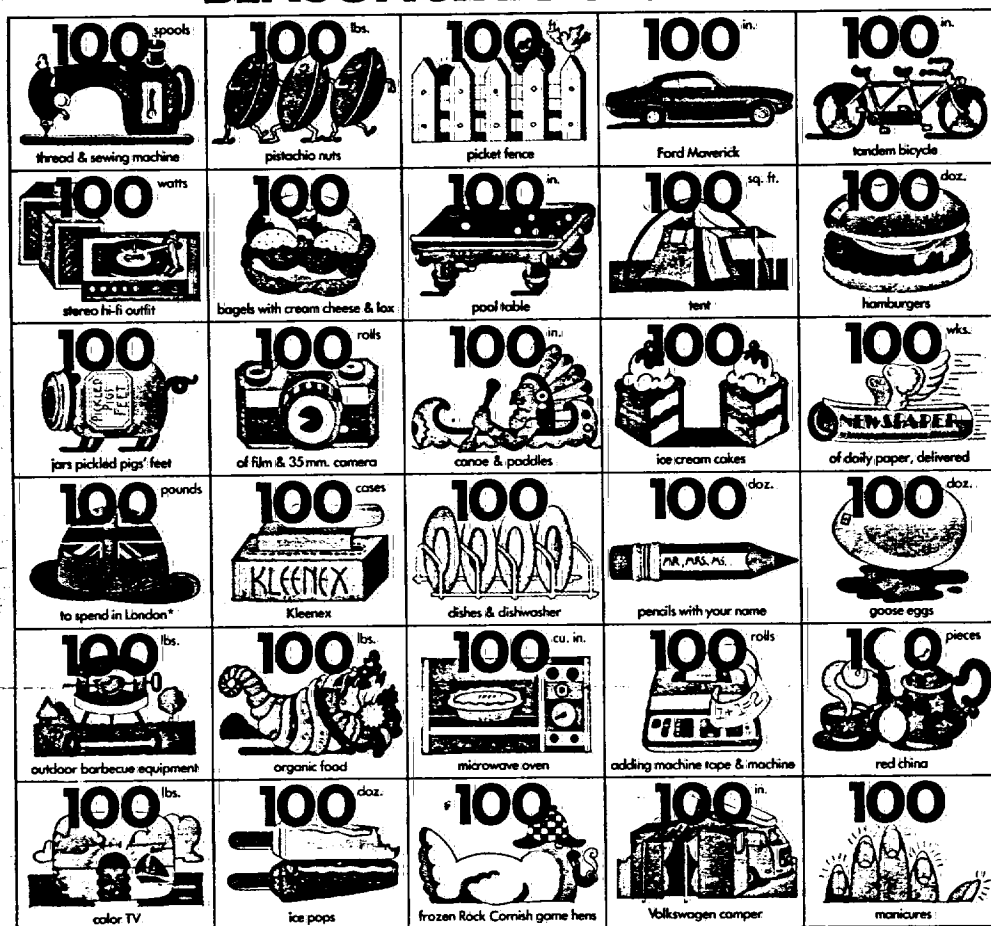


YOU'RE LOOKING AT 30 OF THE 100 NEW SWEEPSTAKES FROM BENSON & HEDGES 100's.

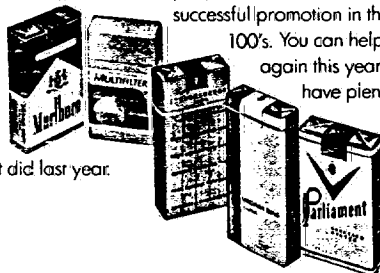


We're showing you these to give you a hint of what 130 million people will see advertised nationally in Life, Playboy, Woman's Day, Ladies' Home Journal, Tuesday, Ebony and Sunday supplements: 100 funny and fabulous new sweepstakes running from October 27, '72 through March 1, '73.

This promotion will get more people buying Benson & Hedges 100's. Just as it did last year.

In fact, last year's sweepstakes fascinated so many people that millions entered and made it the most successful promotion in the history of Benson & Hedges.

100's. You can help make a little history again this year by making sure you have plenty of Benson & Hedges 100's (Menthol and Regular) on hand to support the 100 Sweepstakes promotion.



Another sales building promotion from Philip Morris, U.S.A.

As advertised in U. S. Tobacco Jnl.-10/19/72, Convenience Store News-10/6/72, Convenience Store Jnl.-Oct. '72, Chain Store Age-Oct. '72, Progressive Grocer-Oct. '72, Tobacco Dist. & Conf. Guide-Oct. '72, Distribution Executive-Oct. '72, Supermarket News-Oct. 9, 1972.

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